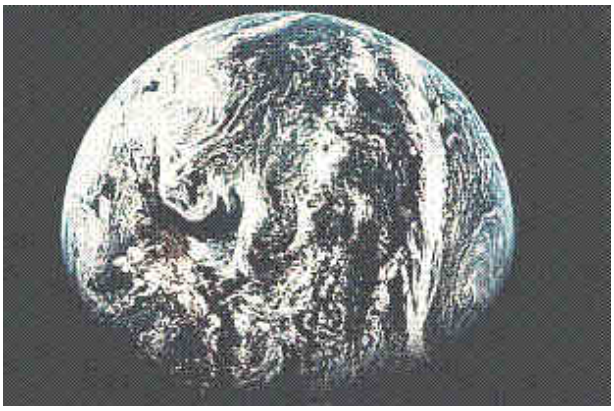

NEW DIRECTIONS

More than three decades ago, the American public began demanding a higher standard of environmental accountability from industry. After more than a century of neglect, our ecosystems were showing the harmful effects of economic prosperity and population growth. Safer air, cleaner water and uncontaminated land came to the forefront of the American agenda. In 1970 EPA was established, formalizing the American sentiment. Summarized in a single, unyielding mission, EPA pledged to protect human health and the environment.

Throughout this document, we have shown how EPA has worked to improve the quality of our lives and the environment. Focusing on air, water, and land, EPA has developed specific programs to clean-up past mistakes and prevent future pollution. On a national scale, these targeted efforts have resulted in vast improvements in environmental quality. At the same time, hundreds of communities across the nation can relate individual success stories about changes for the better.

Today, EPA's mission of protecting human health and the environment continues to be the foundation of all of our programs and efforts. As EPA has grown, however, we have discovered more effective and less costly means of preventing pollution and addressing environmental challenges.

We envision a 21st century America in which economic incentives, environmental incentives, and technological innovation are aligned so that economic growth improves -- rather than diminishes -- environmental quality.

In the next century, environmental protection must be driven by clear and measurable national goals. Economic, environmental and social goals must be integrated so policies are mutually supportive, not conflicting. Performance will be measured by achieving real results in the real world, not simply by adhering to procedures.

Our new way of thinking is more comprehensive -- instead of focusing on specific media such as air or water, EPA now looks at entire ecological systems and develops integrated environmental solutions. Some key aspects of this "community-based" approach include:

- Developing consensus-based solutions. EPA is bringing industry representatives, environmental groups, concerned citizens and local governments to the negotiating table. With EPA as moderator, these groups are working to resolve their differences and agree on mutually acceptable environmental solutions.

- Empowering the public with information. By providing information, EPA is able to form partnerships, increase public awareness and improve data quality and access. These initiatives encourage public involvement in decision making as together we strive to reduce the risks associated with environmental pollutants.

- Practicing multi-media environmental protection. Increasingly, EPA is developing solutions to environmental problems that consider water, air, and land management within a coordinated system. When effectively managed, this comprehensive approach helps EPA address all of the environmental dilemmas within an ecosystem.

- Building partnerships with regulated communities. Highly-regulated industries are being encouraged to exchange information and data with the EPA. By learning more about the industries we regulate -- their internal processes, profitability, and competition -- we can develop more informed and more effective pollution control programs.

- Increasing the use of promising new technologies. Older regulatory programs sometimes inhibit innovations in

pollution control technology. The EPA is now supporting pilot programs where companies can test promising new ideas under less rigid regulatory frameworks.

- Using more market-based incentives. The EPA is increasingly looking to the free-market as an effective means of pollution control. The tradeable air emissions permit system is one program that is already in place. Over time, the EPA hopes to increase the use of other market-based programs such as deposit-refund systems, recyclable markets and rebates on environmentally benign products.

EPA has already started to use these approaches in a number of program areas. Some of these efforts are described below.

Common Sense Initiative

The Common Sense Initiative (CSI) forges a collaborative working relationship between EPA, the states and industry. In the past, industry kept most of their engineering and cost data secret, hoping to win concessions from the EPA. The CSI removes this veil, bringing these groups together to share information about environmental goals and industrial processes. As allies, the EPA and the six pilot industries are finding that open and honest discussions promote "cleaner, cheaper, and smarter" systems of environmental protection. Through added flexibility, lower costs and more effective pollution control, both the EPA and industry are realizing the advantages of this common-sense approach.

Project XL

Project XL is an innovative program that encourages industry groups, government agencies, or even individuals to test new pollution prevention and control technologies. Under this program, EPA provides real-world testing opportunities for program participants. EPA also removes many of the regulatory burdens that often impede the development of new environmental technologies. Already, the program's impact is being felt. EPA's project participants are currently testing a number of innovative ideas, including a unique process for treating contaminated soil without removing it from the ground.

Design for the Environment

The Design for the Environment Program (DfE) is a voluntary program which aims to help businesses incorporate environmental considerations into the design and redesign of products, processes and technical and management systems. Through the DfE program, the EPA creates voluntary partnerships with industry, professional organizations, state and local governments, other federal agencies and the public to promote safer substitutes, technologies and chemical processes.

The Greener Cleaner

Green Chemistry Challenge Program

The Green Chemistry Challenge Program will recognize accomplishments in chemistry that have been used to achieve pollution prevention goals. It will also promote further basic research through targeted EPA grants and encourage industrial and university collaboration to develop innovative approaches to achieve pollution prevention.

TRI Expansion Initiatives

The Toxics Release Inventory (TRI) offers the public toxic chemical data from more than 23,000 manufacturing facilities and certain federal facilities across the country. The Agency intends to expand the types of industries that report to TRI and to explore collecting chemical use information, also known as materials accounting data.

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